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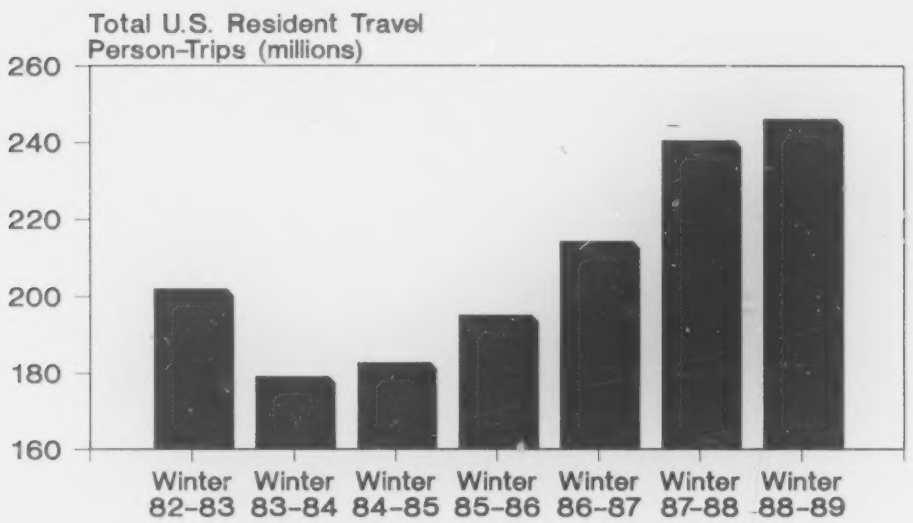
US Travel Data Center

Executive Briefing
A National Travel Survey Summary

WINTER 1988-89



WINTER 1988-89 TRAVEL SUMMARY

- A record 246 million person-trips were taken during the winter of 1988-89, a two percent increase over a year ago. One-hundred and thirty-five million trips were taken during the winter, up five percent over last winter.
- On a person-trip basis, hotel/motel usage posted the largest increase over last winter, up ten percent. Vacation travel grew six percent over the previous winter, as 163 million person-trips were recorded.
- Weekend and air travel showed a decline during the season, down ten percent and four percent respectively. Pleasure travel showed virtually no change from last winter.

(Continued)

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The US Travel Data Center is an affiliate of the Travel Industry Association of America

WINTER 1988-89 TRAVEL SUMMARY
(Continued)

- The West census region hosted the most travelers during the winter (60 million person-trips), while the Great Lakes was the least favorite attraction (27 million person-trips). The Northeast and Midwest regions, however, posted the largest increase in person-trips over winter 1987-88 (29 percent and 18 percent respectively).

- Nearly three-fourths of the winter 1988-89 person-trips were taken for pleasure purposes. Of these, 55 percent of the travelers stayed with friends/relatives while 32 percent stayed in commercial lodgings.

- Of the 31.5 million business trips during the winter, five percent also included pleasure activities. Business travelers stayed an average of 2.9 nights on their trips. compared to 3.9 nights for all travelers.

- Nearly half of all business travelers stayed in paid accommodations (48%), while 24 percent lodged with friends and relatives. Nineteen percent of all business trips involved no overnight stay.

- Pleasure travelers, as opposed to business travelers, preferred to stay in the homes of friends/relatives (55%). Thirty-two percent chose to stay in a hotel/motel. Nine percent of all pleasure travel involved daytrips only.

- Winter 1988-89 travelers tended to be married (55%), male (57%), and between the ages of 18-34 (44%). Thirty-four percent of these travelers had completed college or more and many earned an income of $40,000 or more (39%).

- Average round-trip distances and average durations during winter 1988-89 were very similar to those of a year ago. People traveling during the season went an average of 900 round-trip miles and spent, on average, 4.1 nights.

- Economic conditions during winter 1988-89 were stronger than a year ago. Payroll employment and disposable income rose 4 percent and 9 percent respectively. Personal outlays showed a somewhat smaller increase over last year (7%) than during winter 1987-88 (8%).

- Travel prices increased 4 percent during the winter, a smaller increase than a year ago (nearly 5%). Consumer prices increased nearly 5 percent over winter 1987-88, a bit more than the previous year (4%).

CURRENT SEASON COMPARED TO YEAR-EARLIER SEASON

U.S. RESIDENT TRAVEL VOLUMES: WINTER 1987-88 AND 1988-89

	TRIPS (MILLIONS)			PERSON-TRIPS (MILLIONS)			TRAVEL PARTY SIZE (PEOPLE)	
	WINTER 1987-88	WINTER 1988-89	% CHG	WINTER 1987-88	WINTER 1988-89	% CHG	WINTER 1987-88	WINTER 1988-89
TYPE OF TRAVEL								
TOTAL	128.2	135.0	5.3%	240.6	246.2	2.3%	1.88	1.82
VACATION	71.0	82.1	15.6	154.2	163.3	5.9	2.17	1.99
PLEASURE	86.6	91.7	5.9	179.9	180.0	0.1	2.08	1.96
BUSINESS/CONVENTION	30.7	31.5	2.6	37.9	41.7	10.0	1.23	1.32
WEEKEND	57.1	55.9	-2.1	120.3	108.9	-9.5	2.11	1.95
AUTO/TRUCK/RV	90.1	96.5	7.1	184.5	189.5	2.7	2.05	1.96
AIR	35.1	34.3	-2.3	52.5	50.3	-4.2	1.50	1.47
HOTEL/MOTEL	50.7	50.8	0.2	85.3	94.2	10.4	1.68	1.85
AGE*								
18-34	54.1	58.8	8.7%	82.7	84.1	1.7%	1.53	1.43
35-54	46.1	47.9	3.9	75.7	78.5	3.7	1.64	1.64
55+	28.0	28.3	1.1	47.7	45.2	-5.2	1.70	1.60
FAMILY INCOME*								
UNDER $20,000	33.3	33.7	1.2%	56.6	61.6	8.8%	1.70	1.83
$20,000-$40,000	44.6	47.6	6.7	85.3	85.0	-0.4	1.91	1.79
OVER $40,000	50.3	53.7	6.8	98.7	99.6	0.9	1.96	1.85
CENSUS REGION OF DESTINATION								
NORTHEAST	17.3	20.3	17.3%	34.4	44.3	28.8%	1.99	2.18
SOUTHEAST	32.4	30.5	-5.9	62.5	54.2	-13.3	1.93	1.78
GREAT LAKES	19.8	14.0	-29.3	31.5	26.6	-15.6	1.59	1.90
MIDWEST	23.4	28.3	20.9	41.2	48.8	18.4	1.76	1.72
WEST	33.1	34.4	3.9	56.1	60.1	7.1	1.69	1.75

*Adjusted for non-response.

Note: 1) On a trip basis, the age reported is the age of each adult respondent taking a trip. On a person-trip basis, the age reported is the age of each adult household member on a trip. Person-trips taken by household members under age 18 are not shown.
2) Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

WINTER 1988-89 TRIP CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	135.0	91.7	31.5	246.2	180.0	41.7
WEEKEND TRIP	41%	47%	22%	44%	49%	25%
VACATION TRIP	61	82	9	66	83	11
PRIMARY PURPOSE OF TRIP						
PLEASURE (ANY)	68%	100%	5%	73%	100%	6%
VISIT FRIENDS OR RELATIVES	41	61	3	43	60	4
OUTDOOR RECREATION	9	13	1	11	15	1
ENTERTAINMENT	19	28	3	20	27	3
BUSINESS (ANY)	23	2	100	17	2	100
CONVENTION, ETC.	5	1	20	4	1	21
OTHER BUSINESS	19	*	80	13	*	79
OTHER	10	*	*	11	*	*
PRIMARY MODE OF TRANSPORTATION						
AUTO, TRUCK, RV (INCLUDES RENTAL CAR)	71%	76%	53%	77%	80%	57%
RENTAL CAR	1	*	2	1	*	2
AIRPLANE	25	20	44	20	17	41
BUS	1	2	1	1	1	1
TRAIN	1	1	2	1	1	1
OTHER	1	1	1	1	1	*
HOUSEHOLD MEMBERS ON TRIP						
ONE	53%	46%	75%	29%	24%	57%
TWO	28	30	19	31	31	28
THREE	10	12	5	16	18	12
FOUR	4	5	1	9	11	2
FIVE	4	5	*	10	12	*
SIX OR MORE	1	1	*	4	5	1
TRIP DURATION						
NO NIGHTS	12%	9%	19%	11%	9%	17%
1 NIGHT	17	16	15	16	15	16
2 OR 3 NIGHTS	38	36	43	39	37	42
4 TO 9 NIGHTS	24	27	19	25	27	20
10 NIGHTS OR MORE	8	11	4	9	11	5
AVERAGE DURATION (INCL. 0)	3.9	4.5	2.9	4.1	4.5	3.1

*Less than 0.5 percent.
Note: Primary purpose of trip may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

WINTER 1988-89 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	135.0	91.7	31.5	246.2	180.0	41.7
TRAVEL PARTY STRUCTURE						
PARTIES WITHOUT CHILDREN	83%	80%	94%	66%	62%	87%
ONE ADULT	53	46	75	29	24	57
TWO ADULTS	26	29	17	29	30	25
THREE OR MORE ADULTS	5	5	2	8	8	5
PARTIES WITH CHILDREN	17%	20%	6%	34	38	13
ONE ADULT	5	5	2	7	8	3
TWO ADULTS	8	9	4	15	17	9
THREE OR MORE ADULTS	4	6	*	12	14	1
TYPES OF LODGING USED						
FRIENDS, RELATIVES HOME	47%	56%	24%	47%	55%	28%
HOTEL OR MOTEL	34	30	48	36	32	48
RENTED CABIN OR CONDOMINIUM	1	1	*	2	2	*
OWNED CABIN OR CONDOMINIUM	3	3	3	4	4	2
CAMPER, TRAILER, OR RV	2	2	2	3	2	2
OTHER	4	2	6	4	2	5
NO OVERNIGHT STAY	12	9	19	11	9	17
CENSUS REGION OF ORIGIN						
NORTHEAST	17%	19%	14%	19%	20%	13%
SOUTHEAST	22	24	22	22	24	24
GREAT LAKES	16	16	14	15	14	13
MIDWEST	20	18	23	20	18	25
WEST	25	24	28	23	24	25
CENSUS REGION OF DESTINATION						
NORTHEAST	15%	16%	10%	18%	19%	11%
SOUTHEAST	23	25	18	22	24	19
GREAT LAKES	10	10	10	11	11	10
MIDWEST	21	17	30	20	16	29
WEST	26	26	25	24	26	23

*Less than 0.5 percent.
Note: Lodging type may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON DEMOGRAPHIC CHARACTERISTICS

WINTER 1988-89 DEMOGRAPHICS

	PROJECTED TO TRIPS		
	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	135.0	91.7	31.5
MARITAL STATUS			
MARRIED	55%	52%	66%
NOT MARRIED	45	48	34
SEX			
MALE	57%	53%	76%
FEMALE	43	47	24
AGE*			
18 - 24	16%	18%	8%
25 - 34	28	27	32
35 - 44	20	18	24
45 - 54	16	15	21
55 AND OVER	21	22	16
AVERAGE	40	40	40
EDUCATION			
HIGH SCHOOL OR LESS	47%	46%	42%
COLLEGE INCOMPLETE	19	21	14
COLLEGE COMPLETE	22	21	30
GRADUATE WORK	12	11	14
OCCUPATION			
PROFESSIONAL/MANAGERIAL	17%	15%	25%
OTHER WHITE COLLAR	35	33	46
BLUE COLLAR	17	17	17
RETIRED	12	14	3
OTHER	18	20	9
FAMILY INCOME*			
LESS THAN $20,000	25%	28%	10%
$20,000 - $29,999	17	18	12
$30,000 - $39,999	18	19	17
$40,000 - $49,999	12	12	15
$50,000 OR MORE	27	22	46

*Adjusted for non-response.
Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

TRIP CHARACTERISTICS BY SEASON OF TRAVEL

	WINTER 1987-88	SPRING 1988	SUMMER 1988	AUTUMN 1988	WINTER 1988-89
AVERAGE ROUND-TRIP DISTANCE (MILES)					
TOTAL	920	970	950	960	900
VACATION	960	980	970	950	950
PLEASURE	910	970	970	940	880
BUSINESS/CONVENTION	1,070	1,180	1,040	1,040	1,120
WEEKEND	660	810	750	810	660
AUTO/TRUCK/RV	570	730	730	730	610
AIR	2,280	2,050	2,050	1,990	2,150
HOTEL/MOTEL	1,230	1,070	1,060	1,130	1,020
AVERAGE DURATION INCLUDING NO NIGHTS					
TOTAL	4.1	3.8	5.0	3.9	4.1
VACATION	4.6	4.4	5.6	4.4	4.8
PLEASURE	4.3	4.0	5.3	4.2	4.5
BUSINESS/CONVENTION	3.6	3.3	4.1	2.8	3.1
WEEKEND	2.5	2.6	2.8	2.6	2.6
AUTO/TRUCK/RV	3.4	3.5	4.5	3.6	3.6
AIR	6.4	5.3	7.2	4.6	5.8
HOTEL					
SPENT AT LEAST ONE NIGHT IN HOTEL	4.6	4.3	5.3	4.3	4.2
NIGHTS SPENT IN HOTEL ONLY	3.4	3.3	3.6	3.8	3.5
PERSON-NIGHTS (MILLIONS)					
TOTAL	997	985	2,085	1,182	970
VACATION	702	702	1,742	862	766
PLEASURE	775	743	1,708	951	788
BUSINESS/CONVENTION	137	177	210	178	122
WEEKEND	305	341	509	360	287
AUTO/TRUCK/RV	630	682	1,487	833	655
AIR	337	272	532	284	281
HOTEL	230	312	482	323	203

Note: Average round-trip distance, average duration and person-nights are calculated for person-trips, except for the hotel category which is based on trips.

Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

TRIP VOLUMES BY SEASON OF TRAVEL

TRIPS (MILLIONS)	WINTER 1987-88	SPRING 1988	SUMMER 1988	AUTUMN 1988	WINTER 1988-89	PERCENT CHANGE FROM PREVIOUS WINTER
TYPE OF TRIP						
TOTAL	128.2	146.4	208.7	168.8	**135.0**	5.3%
VACATION	71.0	80.0	140.7	102.0	**82.1**	15.6
PLEASURE	86.6	97.9	154.3	115.5	**91.7**	5.9
BUSINESS/CONVENTION	30.7	39.4	39.8	42.5	**31.5**	2.6
WEEKEND	57.1	65.1	83.0	71.4	**55.9**	-2.1
AUTO/TRUCK/RV	90.1	104.2	156.5	120.7	**96.5**	7.1
AIR	35.1	35.1	43.4	39.1	**34.3**	-2.3
HOTEL/MOTEL	50.7	69.6	95.4	75.6	**50.8**	0.2
AGE*						
18-34	54.1	67.0	82.1	59.2	**58.8**	8.7%
35-54	46.1	51.1	83.3	68.1	**47.9**	3.9
55+	28.0	28.3	43.3	41.5	**28.3**	1.1
FAMILY INCOME*						
UNDER $20,000	33.3	34.4	44.2	33.7	**33.7**	1.2%
$20,000-$40,000	44.6	59.7	90.7	71.0	**47.6**	6.7
OVER $40,000	50.3	52.3	73.8	64.1	**53.7**	6.8
CENSUS REGION OF DESTINATION						
NORTHEAST	17.3	20.6	31.5	24.1	**20.3**	17.3%
SOUTHEAST	32.4	36.7	48.3	42.7	**30.5**	-5.9
GREAT LAKES	19.8	19.7	27.3	22.9	**14.0**	-29.3
MIDWEST	23.4	28.3	40.0	29.3	**28.3**	20.9
WEST	33.1	32.7	49.0	37.3	**34.4**	3.9

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

PERSON-TRIP VOLUMES BY SEASON OF TRAVEL

PERSON-TRIPS (MILLIONS)	WINTER 1987-88	SPRING 1988	SUMMER 1988	AUTUMN 1988	WINTER 1988-89	PERCENT CHANGE FROM PREVIOUS WINTER
TYPE OF TRIP						
TOTAL	240.6	258.5	428.0	308.2	246.2	2.3%
VACATION	154.2	157.7	321.0	201.7	163.3	5.9
PLEASURE	179.9	186.2	338.6	228.2	180.0	0.1
BUSINESS/CONVENTION	37.9	53.4	54.5	62.5	41.7	10.0
WEEKEND	120.3	130.4	184.1	139.8	108.9	-9.5
AUTO/TRUCK/RV	184.5	197.0	340.2	234.2	189.5	2.7
AIR	52.5	51.7	76.0	60.0	50.3	-4.2
HOTEL/MOTEL	85.3	118.3	188.0	137.6	94.2	10.4
AGE*						
UNDER 18	34.5	38.7	74.5	39.2	38.4	11.3%
18-34	82.7	94.6	136.7	91.1	84.1	1.7
35-54	75.7	77.6	149.5	111.6	78.5	3.7
55+	47.7	47.6	67.3	66.3	45.2	-5.2
FAMILY INCOME*						
UNDER $20,000	56.6	61.8	82.4	54.3	61.6	8.8%
$20,000-$40,000	85.3	107.2	199.4	144.8	85.0	-0.4
OVER $40,000	98.7	89.5	146.2	109.1	99.6	0.9
CENSUS REGION OF DESTINATION						
NORTHEAST	34.4	32.8	58.7	41.6	44.3	28.8%
SOUTHEAST	62.5	67.1	101.6	76.8	54.2	-13.3
GREAT LAKES	31.5	35.9	55.8	39.8	26.6	-15.6
MIDWEST	41.2	50.8	81.4	59.2	48.8	18.4
WEST	56.1	59.4	102.5	64.2	60.1	7.1

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

1982-89 SEASONAL TRAVEL TRENDS

TRAVEL TRENDS, WINTER 1982-83 THROUGH 1988-89

	WINTER 1982-83	WINTER 1983-84	WINTER 1984-85	WINTER 1985-86	WINTER 1986-87	WINTER 1987-88	WINTER 1988-89	PERCENT CHANGE FROM WINTER 82-83
TRIPS (MILLIONS)								
TOTAL	100.4	98.6	103.0	108.5	115.7	128.2	**135.0**	34.5%
VACATION	55.2	54.9	59.1	60.6	62.1	71.0	**82.1**	48.7
PLEASURE	70.5	64.3	66.0	75.4	81.0	86.6	**91.7**	30.1
BUSINESS/CONVENTION	18.9	26.3	27.7	28.7	30.1	30.7	**31.5**	66.7
WEEKEND	43.4	34.9	37.8	44.1	48.2	57.1	**55.9**	28.8
AUTO/TRUCK/RV	72.4	66.1	63.5	70.4	75.8	90.1	**96.5**	33.3
AIR	23.0	28.4	30.4	30.4	31.0	35.1	**34.3**	49.1
HOTEL/MOTEL	34.1	43.5	46.4	39.8	50.7	50.7	**50.8**	49.0
PERSON-TRIPS (MILLIONS)								
TOTAL	202.0	179.3	182.9	195.3	214.3	240.6	**246.2**	21.9%
VACATION	120.5	112.4	120.6	123.4	132.7	154.2	**163.3**	35.5
PLEASURE	151.7	130.1	130.4	148.6	165.5	179.9	**180.0**	18.7
BUSINESS/CONVENTION	26.1	32.5	34.9	37.3	37.6	37.9	**41.7**	59.8
WEEKEND	94.4	71.3	77.4	81.5	99.6	120.3	**108.9**	15.4
AUTO/TRUCK/RV	161.3	134.1	127.2	136.8	152.0	184.5	**189.5**	17.5
AIR	33.1	39.3	42.4	47.7	50.4	52.5	**50.3**	52.0
HOTEL/MOTEL	57.6	67.0	75.2	65.8	88.7	85.3	**94.2**	63.5
TRAVEL PARTY SIZE (PEOPLE)								
TOTAL	2.01	1.82	1.78	1.80	1.85	1.88	**1.82**	NA
VACATION	2.18	2.05	2.04	2.04	2.14	2.17	**1.99**	NA
PLEASURE	2.15	2.02	1.98	1.97	2.04	2.08	**1.96**	NA
BUSINESS/CONVENTION	1.38	1.24	1.26	1.30	1.25	1.23	**1.32**	NA
WEEKEND	2.18	2.04	2.05	1.85	2.07	2.11	**1.95**	NA
AUTO/TRUCK/RV	2.23	2.03	2.00	1.94	2.01	2.05	**1.96**	NA
AIR	1.44	1.38	1.39	1.57	1.63	1.50	**1.47**	NA
HOTEL/MOTEL	1.69	1.54	1.62	1.65	1.75	1.68	**1.85**	NA

Source: US Travel Data Center's National Travel Survey

BACKGROUND FACTORS

OVERALL U.S. ECONOMIC INDICATORS
(PERCENT CHANGE FROM PREVIOUS AUTUMN)

MEASURE	WINTER 1987-88	WINTER 1988-89
REAL GNP*	8.0%	7.9%
PAYROLL EMPLOYMENT	3.2	4.2
DISPOSABLE INCOME*	7.4	9.3
PERSONAL OUTLAYS*	7.9	7.4
CONSUMER PRICE INDEX	4.1	4.7

*Available for January through March only
Note: Personal Outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.
Source: U.S. Department of Commerce, U.S. Department of Labor

TRAVEL PRICE TRENDS
(PERCENT CHANGE FROM PREVIOUS AUTUMN)

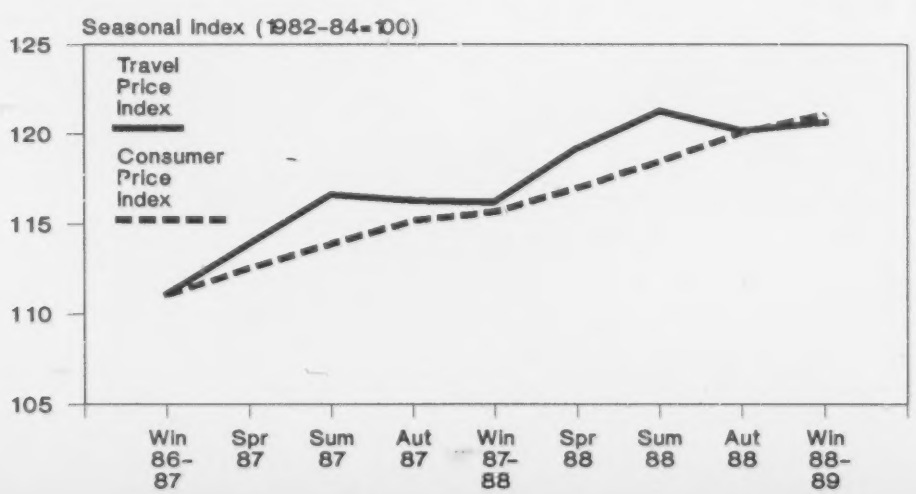
TPI COMPONENT	WINTER 1987-88	WINTER 1988-89
ALL TRANSPORTATION	6.0%	2.3%
MOTOR FUEL	10.2	0.1
AIRLINE FARES	0.4	5.0
OTHER INTERCITY TRANSPORTATION	2.1	7.1
INTRACITY PUBLIC TRANSPORTATION	2.3	2.8
ENTERTAINMENT	7.0	5.1
LODGING	5.4	3.6
FOOD AND BEVERAGES AWAY FROM HOME	3.7	4.6
TRAVEL PRICE INDEX	4.6	3.9

Source: US Travel Data Center's Travel Price Index

SEASONAL PRICE INDICES

SEASON	CONSUMER PRICE INDEX*	TRAVEL PRICE INDEX*
WINTER 1986-87	111.1	111.1
SPRING 1987	112.6	113.9
SUMMER 1987	113.9	116.6
AUTUMN 1987	115.2	116.3
WINTER 1987-88	115.7	116.2
SPRING 1988	117.0	119.2
SUMMER 1988	118.5	121.3
AUTUMN 1988	120.1	120.2
WINTER 1988-89	121.1	120.7

*(1982-84 = 100)
Source: US Travel Data Center, U.S. Bureau of Labor Statistics



NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is conducted monthly by telephone with national probability samples of 1,500 adults (age 18+) representing the total adult civilian, non-institutional population of the contiguous United States. Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles one-way straight-line distance are excluded from the estimate of trips. Demographic information is also collected from all 1,500 respondents.

DEFINITIONS

TRIP. Each time one or more persons from a household goes to a place at least 100 miles away from home (one-way) excluding: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship. (2) commuting to a place of work, and (3) student trips to or from school.

PERSON-TRIP. One person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

PERSON-NIGHT. The number of nights spent by persons on trips. If two persons took a trip that involved being away from home five nights, the travel would be counted as ten person-nights. Day trips (no overnight stay) are not included in person-night figures.

CENSUS REGIONS

NORTHEAST: New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont; Middle Atlantic: New Jersey, New York, Pennsylvania; SOUTHEAST: South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; East South Central: Alabama, Kentucky, Mississippi, Tennessee; GREAT LAKES: East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin: MID WEST: West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; West South Central: Arkansas, Louisiana, Oklahoma, Texas; WEST: Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming, Utah; Pacific: Washington, Oregon, California; Alaska, Hawaii (as destinations).

SAMPLE CHARACTERISTICS

WINTER 1988-89: 4,553 interviews completed; 1,338 winter 1988-89 trips reported.

SAMPLING ERROR

The chart below indicates the approximate statistical variability at the 95% confidence level to be expected from the estimates contained in this report.

Survey Percentages at or Near these Levels

Sample Size	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1000	2	3	4	4	4
1500	1	2	3	3	3

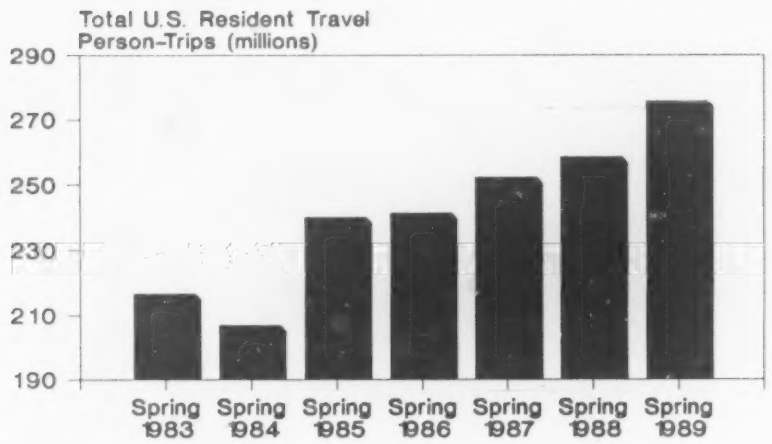
This **Travel Executive Briefing** is a summary of travel by U.S. residents during December 1988 through February 1989. It is supplemented by the Winter **1988-89 Travel Market Close-Up**, which offers more detailed trip, person-trip, and demographic data. For further information contact the Survey Research Department at (202) 293-1040.

R9375-13

US Travel Data Center

Executive Briefing
A National Travel Survey Summary

SPRING 1989



SPRING 1989 TRAVEL SUMMARY

- A record number of person-trips were taken this spring, 276 million, triggering a seven percent increase over last spring and a 27% percent increase over spring 1983. The total number of trips totaled 146 million which was fairly stable when compared with last spring. However, the number of trips have increased significantly since spring 1983 (29%).

- Larger travel party sizes were noted this spring in every travel category which accounts for the increase in person-trips as opposed to trips.

(Continued)

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The US Travel Data Center is an affiliate of the Travel Industry Association of America

SPRING 1989 TRAVEL SUMMARY
(Continued)

- The Southeast was the most popular destination, with 87.5 million person-trips this spring, a 30% percent increase over the previous spring.

- Auto/truck/rv travel increased 10% over last spring as 216 million travellers took to the road. Air travel, on the other hand, dropped one percent from last spring. Other travel categories posted increases for the season.

- Of the 56 million business person-trips, 22% were also taken for pleasure purposes while only six percent of the 203 million pleasure person-trips were also taken for business reasons.

- A considerable number of business person-trips were spent in a hotel/motel (69%). In comparison, pleasure person-trips tended to be spent in either the home of a friend/relative or a hotel/motel (43% and 38%, respectively).

- Average round-trip distances remained fairly stable this spring. The overall average duration of trips decreased as did most of the duration categories.

- Business/convention person-trips rose 70% between spring 1983 and spring 1989, the only category with an increase over 50%. All other categories experienced increases in the range of 23% to 49%.

- Economic growth, in terms of real GNP, slowed to three percent from five percent last spring. Consequently, payroll employment and disposable income grew at a slower pace than the previous spring.

- The consumer price index, a measure of inflation, rose over five percent from last spring. Not surprisingly then, travel prices increased considerably this spring. The greatest surge occurred in the price of motor fuel (up 13.5%).

CURRENT SEASON COMPARED TO YEAR-EARLIER SEASON

U.S. RESIDENT TRAVEL VOLUMES: SPRING 1988 AND 1989

	TRIPS (MILLIONS)			PERSON-TRIPS (MILLIONS)			TRAVEL PARTY SIZE (PEOPLE)	
	SPRING 1988	SPRING 1989	% CHG	SPRING 1988	SPRING 1989	% CHG	SPRING 1988	SPRING 1989
TYPE OF TRAVEL								
TOTAL	146.4	146.1	-0.2%	258.5	275.7	6.7%	1.77	1.89
VACATION	80.0	82.8	3.5	157.7	170.1	7.9	1.97	2.05
PLEASURE	97.9	99.8	1.9	186.2	203.1	9.1	1.90	2.04
BUSINESS/CONVENTION	39.4	40.0	1.5	53.4	55.6	4.1	1.36	1.39
WEEKEND	65.1	68.9	5.8	130.4	141.1	8.2	2.00	2.05
AUTO/TRUCK/RV	104.2	109.8	5.4	197.0	216.1	9.7	1.89	1.97
AIR	35.1	30.3	-13.7	51.7	51.3	-0.8	1.47	1.69
HOTEL/MOTEL	69.6	67.8	-2.6	118.3	119.8	1.3	1.70	1.77
AGE*								
18-34	67.0	56.7	-15.4%	94.6	82.4	-12.9%	1.41	1.45
35-54	51.1	53.9	5.5	77.6	90.1	16.1	1.52	1.67
55+	28.3	35.4	25.1	47.6	58.7	23.3	1.68	1.66
FAMILY INCOME*								
UNDER $20,000	34.4	41.4	20.3%	61.8	69.3	12.1%	1.80	1.67
$20,000-$40,000	59.7	48.9	-18.1	107.2	97.5	-9.0	1.80	1.99
OVER $40,000	52.3	55.8	6.7	89.5	108.9	21.7	1.71	1.95
CENSUS REGION OF DESTINATION								
NORTHEAST	20.6	20.8	1.0%	32.8	39.5	20.4%	1.59	1.90
SOUTHEAST	36.7	43.9	19.6	67.1	87.5	30.4	1.83	1.99
GREAT LAKES	19.7	17.8	-9.6	35.9	28.2	-21.4	1.82	1.58
MIDWEST	28.3	23.2	-18.0	50.8	42.7	-15.9	1.80	1.84
WEST	32.7	34.1	4.3	59.4	66.2	11.4	1.82	1.94

*Adjusted for non-response.

Note: 1) On a trip basis, the age reported is the age of each adult respondent taking a trip. On a person-trip basis, the age reported is the age of each adult household member on a trip. Person-trips taken by household members under age 18 are not shown.
2) Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

SPRING 1989 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	146.1	99.8	40.0	275.7	203.1	55.6
WEEKEND TRIP	47%	54%	29%	51%	56%	35%
VACATION TRIP	57	75	14	62	76	18
PRIMARY PURPOSE OF TRIP						
PLEASURE (ANY)	68%	100%	20%	74%	100%	22%
VISIT FRIENDS OR RELATIVES	35	51	5	39	52	5
OUTDOOR RECREATION	11	16	5	12	16	5
ENTERTAINMENT	23	34	12	24	33	13
BUSINESS (ANY)	27	8	100	20	6	100
CONVENTION, ETC.	6	1	20	4	1	22
OTHER BUSINESS	22	7	80	16	5	78
OTHER	9	*	*	10	*	*
PRIMARY MODE OF TRANSPORTATION						
AUTO, TRUCK, RV (INCLUDES RENTAL CAR)	75%	78%	60%	78%	80%	62%
RENTAL CAR	2	2	5	2	2	4
AIRPLANE	21	18	36	19	17	35
BUS	2	2	2	1	2	2
TRAIN	1	1	*	1	1	*
OTHER	1	1	2	1	1	1
HOUSEHOLD MEMBERS ON TRIP						
ONE	51%	45%	73%	28%	23%	53%
TWO	28	30	19	29	30	27
THREE	9	10	5	15	15	11
FOUR	7	9	2	16	18	5
FIVE	3	4	*	8	9	1
SIX OR MORE	1	2	1	5	6	3
TRIP DURATION						
NO NIGHTS	13%	11	17%	12%	9%	14%
1 NIGHT	17	15	19	16	15	19
2 OR 3 NIGHTS	37	39	36	39	41	36
4 TO 9 NIGHTS	27	28	23	27	29	24
10 NIGHTS OR MORE	5	6	4	6	6	6
AVERAGE DURATION (INCL. 0)	3.3	3.6	2.9	3.4	3.6	3.1

*Less than 0.5 percent.
Note: Primary purpose of trip may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

SPRING 1989 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	146.1	99.8	40.0	275.7	203.1	55.6
TRAVEL PARTY STRUCTURE						
PARTIES WITHOUT CHILDREN	83%	79%	95%	65%	59%	86%
ONE ADULT	51	45	73	28	23	53
TWO ADULTS	25	28	18	27	28	26
THREE OR MORE ADULTS	6	6	3	11	9	7
PARTIES WITH CHILDREN	17%	21%	5%	35	41	14
ONE ADULT	4	5	1	7	8	2
TWO ADULTS	9	12	2	18	22	6
THREE OR MORE ADULTS	4	5	2	11	11	6
TYPES OF LODGING USED						
FRIENDS, RELATIVES HOME	33%	41%	12%	37%	43%	15%
HOTEL OR MOTEL	46	39	70	43	35	69
RENTED CABIN OR CONDOMINIUM	*	*	*	*	*	*
OWNED CABIN OR CONDOMINIUM	2	2	1	3	3	1
CAMPER, TRAILER, OR RV	3	3	1	3	4	1
OTHER	5	6	1	5	7	2
NO OVERNIGHT STAY	13	11	17	12	9	14
CENSUS REGION OF ORIGIN						
NORTHEAST	19%	18%	19%	19%	19%	18%
SOUTHEAST	25	26	25	24	25	26
GREAT LAKES	16	15	18	15	15	16
MIDWEST	18	19	17	20	20	18
WEST	22	22	22	22	22	22
CENSUS REGION OF DESTINATION						
NORTHEAST	14%	13%	13%	14%	13%	12%
SOUTHEAST	30	32	28	32	34	31
GREAT LAKES	12	10	16	10	9	14
MIDWEST	16	15	17	16	15	16
WEST	23	25	22	24	25	23

*Less than 0.5 percent.
Note: Lodging type may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON DEMOGRAPHIC CHARACTERISTICS

SPRING 1989 DEMOGRAPHICS

	PROJECTED TO TRIPS		
	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	146.1	99.8	40.0
MARITAL STATUS			
MARRIED	57%	55%	65%
NOT MARRIED	43	45	35
SEX			
MALE	54%	48%	76%
FEMALE	46	52	24
AGE*			
18 - 24	12%	15%	6%
25 - 34	27	26	31
35 - 44	21	19	28
45 - 54	16	15	19
55 AND OVER	25	25	15
AVERAGE	41	41	39
EDUCATION			
HIGH SCHOOL OR LESS	50%	54%	36%
COLLEGE INCOMPLETE	19	19	20
COLLEGE COMPLETE	21	18	29
GRADUATE WORK	10	9	15
OCCUPATION			
PROFESSIONAL/MANAGERIAL	14%	11%	24%
OTHER WHITE COLLAR	42	40	50
BLUE COLLAR	14	15	16
RETIRED	13	16	3
OTHER	16	18	7
FAMILY INCOME*			
LESS THAN $20,000	28%	31%	13%
$20,000 - $29,999	18	21	14
$30,000 - $39,999	16	16	16
$40,000 - $49,999	14	13	16
$50,000 OR MORE	24	18	41

*Adjusted for non-response.
Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

TRIP CHARACTERISTICS BY SEASON OF TRAVEL

	SPRING 1988	SUMMER 1988	AUTUMN 1988	WINTER 1988-89	SPRING 1989
AVERAGE ROUND-TRIP DISTANCE (MILES)					
TOTAL	970	950	960	900	960
VACATION	980	970	950	950	1,020
PLEASURE	970	970	940	880	960
BUSINESS/CONVENTION	1,180	1,040	1,040	1,120	1,220
WEEKEND	810	750	810	660	840
AUTO/TRUCK/RV	730	730	730	610	710
AIR	2,050	2,050	1,990	2,150	2,030
HOTEL/MOTEL	1,070	1,060	1,130	960	1,120
AVERAGE DURATION INCLUDING 0 (NIGHTS)					
TOTAL	3.8	5.0	3.9	4.1	3.4
VACATION	4.4	5.6	4.4	4.8	3.9
PLEASURE	4.0	5.3	4.2	4.5	3.6
BUSINESS/CONVENTION	3.3	4.1	2.8	3.1	3.1
WEEKEND	2.6	2.8	2.6	2.6	2.7
AUTO/TRUCK/RV	3.5	4.5	3.6	3.6	3.2
AIR	5.3	7.2	4.6	5.8	4.4
HOTEL					
SPENT AT LEAST ONE NIGHT IN HOTEL	4.3	5.3	4.3	4.2	3.8
NIGHTS SPENT IN HOTEL ONLY	3.3	3.6	3.8	3.5	3.1
PERSON-NIGHTS (MILLIONS)					
TOTAL	985	2,085	1,182	970	929
VACATION	702	1,742	862	766	663
PLEASURE	743	1,708	951	788	703
BUSINESS/CONVENTION	177	210	178	122	169
WEEKEND	341	509	360	287	379
AUTO/TRUCK/RV	682	1,487	833	655	684
AIR	272	532	284	281	225
HOTEL	312	482	323	203	259

Note: 1) Average round-trip distance, average duration and person-nights are calculated for person-trips, except for the hotel category which is based on trips.

2) The methodology for screening and reporting average durations was revised in May 1989. As as result, 1989 data, beginning with the spring executive briefing, are not comparable with those of previous years. Adjustments in historical data will be made once changes in the methodology are completed.

Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

TRIP VOLUMES BY SEASON OF TRAVEL

TRIPS (MILLIONS)	SPRING 1988	SUMMER 1988	AUTUMN 1988	WINTER 1988-89	SPRING 1989	PERCENT CHANGE FROM PREVIOUS SPRING
TYPE OF TRIP						
TOTAL	146.4	208.7	168.8	135.0	146.1	-0.2%
VACATION	80.0	140.7	102.0	82.1	82.8	3.5
PLEASURE	97.9	154.3	115.5	91.7	99.8	1.9
BUSINESS/CONVENTION	39.4	39.8	42.5	31.5	40.0	1.5
WEEKEND	65.1	83.0	71.4	55.9	68.9	5.8
AUTO/TRUCK/RV	104.2	156.5	120.7	96.5	109.8	5.4
AIR	35.1	43.4	39.1	34.3	30.3	-13.7
HOTEL/MOTEL	69.6	95.4	75.6	50.8	67.8	-2.6
AGE*						
18-34	67.0	82.1	59.2	58.8	56.7	-15.4%
35-54	51.1	83.3	68.1	47.9	53.9	5.5
55+	28.3	43.3	41.5	28.3	35.4	25.1
FAMILY INCOME*						
UNDER $20,000	34.4	44.2	33.7	33.7	41.4	20.3%
$20,000-$40,000	59.7	90.7	71.0	47.6	48.9	-18.1
OVER $40,000	52.3	73.8	64.1	53.7	55.8	6.7
CENSUS REGION OF DESTINATION						
NORTHEAST	20.6	31.5	24.1	20.3	20.8	1.0%
SOUTHEAST	36.7	48.3	42.7	30.5	43.9	19.6
GREAT LAKES	19.7	27.3	22.9	14.0	17.8	-9.6
MIDWEST	28.3	40.0	29.3	28.3	23.2	-18.0
WEST	32.7	49.0	37.3	34.4	34.1	4.3

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.
Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

PERSON-TRIP VOLUMES BY SEASON OF TRAVEL

PERSON-TRIPS (MILLIONS)	SPRING 1988	SUMMER 1988	AUTUMN 1988	WINTER 1988-89	SPRING 1989	PERCENT CHANGE FROM PREVIOUS SPRING
TYPE OF TRIP						
TOTAL	258.5	428.0	308.2	246.2	275.7	6.7%
VACATION	157.7	321.0	201.7	163.3	170.1	7.9
PLEASURE	186.2	338.6	228.2	180.0	203.1	9.1
BUSINESS/CONVENTION	53.4	54.5	62.5	41.7	55.6	4.1
WEEKEND	130.4	184.1	139.8	108.9	141.1	8.2
AUTO/TRUCK/RV	197.0	340.2	234.2	189.5	216.1	9.7
AIR	51.7	76.0	60.0	50.3	51.3	-0.8
HOTEL/MOTEL	118.3	188.0	137.6	94.2	119.8	1.3
AGE*						
UNDER 18	38.7	74.5	39.2	38.4	44.5	15.0%
18-34	94.6	136.7	91.1	84.1	82.4	-12.9
35-54	77.6	149.5	111.6	78.5	90.1	16.1
55+	47.6	67.3	66.3	45.2	58.7	23.3
FAMILY INCOME*						
UNDER $20,000	61.8	82.4	54.3	61.1	69.3	12.1%
$20,000-$40,000	107.2	199.4	144.8	85.0	97.5	-9.0
OVER $40,000	89.5	146.2	109.1	99.6	108.9	21.7
CENSUS REGION OF DESTINATION						
NORTHEAST	32.8	58.7	41.6	44.3	39.5	20.4%
SOUTHEAST	67.1	101.6	76.8	54.2	87.5	30.4
GREAT LAKES	35.9	55.8	39.8	26.6	28.2	-21.4
MIDWEST	50.8	81.4	59.2	48.8	42.7	-15.9
WEST	59.4	102.5	64.2	60.1	66.2	11.4

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.
Source: US Travel Data Center's National Travel Survey

1983-89 SEASONAL TRAVEL TRENDS

TRAVEL TRENDS, SPRING 1983 THROUGH 1989

	SPRING 1983	SPRING 1984	SPRING 1985	SPRING 1986	SPRING 1987	SPRING 1988	SPRING 1989	PERCENT CHANGE FROM SPRING 1983
TRIPS (MILLIONS)								
TOTAL	113.1	112.6	125.9	134.5	137.1	146.4	146.1	29.2%
VACATION	59.6	70.5	75.9	79.2	75.5	80.0	82.8	38.9
PLEASURE	76.7	74.3	86.2	93.7	93.2	97.9	99.8	30.1
BUSINESS/CONVENTION	22.1	22.3	26.2	33.3	34.4	39.4	40.0	81.0
WEEKEND	53.4	52.4	50.0	59.3	62.7	65.1	68.9	29.0
AUTO/TRUCK/RV	79.4	80.0	85.5	89.3	94.3	104.2	109.8	38.3
AIR	27.7	27.3	30.3	36.7	35.5	35.1	30.3	9.4
HOTEL/MOTEL	43.9	49.4	55.0	58.9	62.4	69.6	67.8	54.4
PERSON-TRIPS (MILLIONS)								
TOTAL	216.7	206.8	239.9	241.1	252.0	258.5	275.7	27.2%
VACATION	114.7	139.4	153.0	153.9	152.7	157.7	170.1	48.3
PLEASURE	155.2	150.7	174.0	178.2	187.2	186.2	203.1	30.9
BUSINESS/CONVENTION	32.7	27.5	39.4	43.5	47.4	53.4	55.6	70.0
WEEKEND	114.5	105.5	103.0	115.5	129.6	130.4	141.1	23.2
AUTO/TRUCK/RV	166.0	157.6	177.1	172.3	183.3	197.0	216.1	30.2
AIR	41.7	42.6	47.0	55.4	53.8	51.7	51.3	23.0
HOTEL/MOTEL	80.5	84.7	91.9	103.9	112.2	118.3	119.8	48.8
TRAVEL PARTY SIZE (PEOPLE)								
TOTAL	1.92	1.8[illegible]	1.91	1.79	1.84	1.77	1.89	NA
VACATION	1.92	1.98	2.02	1.94	2.02	1.97	2.05	NA
PLEASURE	2.02	2.03	2.02	1.90	2.01	1.90	2.04	NA
BUSINESS/CONVENTION	1.48	1.23	1.50	1.31	1.38	1.36	1.39	NA
WEEKEND	2.14	2.01	2.06	1.95	2.07	2.00	2.05	NA
AUTO/TRUCK/RV	2.09	1.97	2.07	1.93	1.94	1.89	1.97	NA
AIR	1.51	1.56	1.55	1.51	1.52	1.47	1.69	NA
HOTEL/MOTEL	1.83	1.71	1.67	1.76	1.80	1.70	1.77	NA

Source: US Travel Data Center's National Travel Survey

BACKGROUND FACTORS

OVERALL U.S. ECONOMIC INDICATORS
(PERCENT CHANGE FROM PREVIOUS SPRING)

MEASURE	SPRING 1988	SPRING 1989
REAL GNP*	4.9%	3.0%
PAYROLL EMPLOYMENT	3.3	3.2
DISPOSABLE INCOME*	9.5	9.1
PERSONAL OUTLAYS*	7.1	7.2
CONSUMER PRICE INDEX	3.9	5.2

*Available for April through June only
Note: Personal Outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.
Source: U.S. Department of Commerce, U.S. Department of Labor

TRAVEL PRICE TRENDS
(PERCENT CHANGE FROM PREVIOUS SPRING)

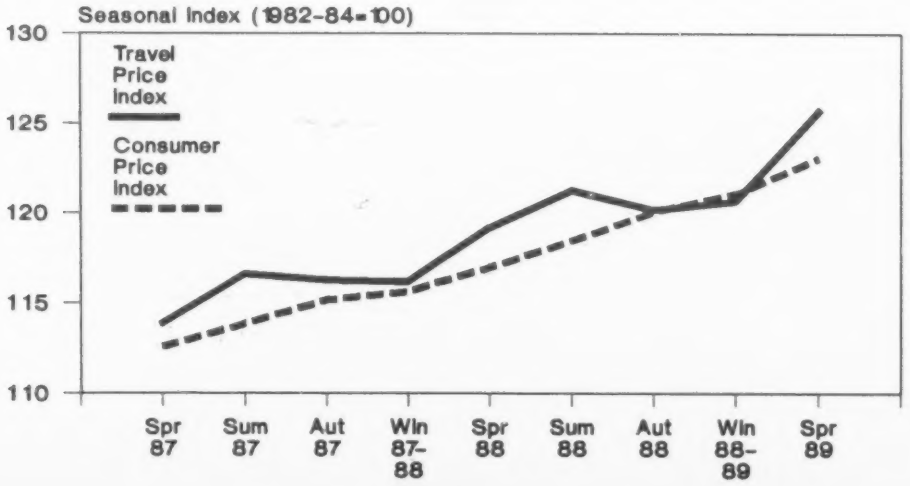
TPI COMPONENT	SPRING 1988	SPRING 1989
ALL TRANSPORTATION	1.1%	10.2%
MOTOR FUEL	1.7	13.5
AIRLINE FARES	0.2	6.0
OTHER INTERCITY TRANSPORTATION	3.6	5.9
INTRACITY PUBLIC TRANSPORTATION	1.9	3.2
ENTERTAINMENT	6.8	6.3
LODGING	7.9	3.9
FOOD AND BEVERAGES AWAY FROM HOME	4.0	4.7
TRAVEL PRICE INDEX	4.6	5.5

Source: US Travel Data Center's Travel Price Index

SEASONAL PRICE INDICES

SEASON	CONSUMER PRICE INDEX*	TRAVEL PRICE INDEX*
SPRING 1987	112.6	113.9
SUMMER 1987	113.9	116.6
AUTUMN 1987	115.2	116.3
WINTER 1987-88	115.7	116.2
SPRING 1988	117.0	119.2
SUMMER 1988	118.5	121.3
AUTUMN 1988	120.1	120.2
WINTER 1988-89	121.1	120.7
SPRING 1989	**123.1**	**125.7**

*(1982-84 = 100)
Source: US Travel Data Center, U.S. Bureau of Labor Statistics



NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is conducted monthly by telephone with national probability samples of 1,500 adults (age 18+) representing the total adult civilian, non-institutional population of the contiguous United States. Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles one-way straight-line distance are excluded from the estimate of trips. Demographic information is also collected from all 1,500 respondents.

DEFINITIONS

TRIP. Each time one or more persons from a household goes to a place at least 100 miles away from home (one-way) excluding: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship. (2) commuting to a place of work, and (3) student trips to or from school.

PERSON-TRIP. One person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

PERSON-NIGHT. The number of nights spent by persons on trips. If two persons took a trip that involved being away from home five nights, the travel would be counted as ten person-nights. Day trips (no overnight stay) are not included in person-night figures.

CENSUS REGIONS

NORTHEAST: New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont; Middle Atlantic: New Jersey, New York, Pennsylvania; SOUTHEAST: South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; East South Central: Alabama, Kentucky, Mississippi, Tennessee; GREAT LAKES: East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin: MID WEST: West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; West South Central: Arkansas, Louisiana, Oklahoma, Texas; WEST: Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming, Utah; Pacific: Washington, Oregon, California; Alaska, Hawaii (as destinations).

SAMPLE CHARACTERISTICS

SPRING 1989: 4,603 interviews completed; 1,432 spring 1989 trips reported.

SAMPLING ERROR

The chart below indicates the approximate statistical variability at the 95% confidence level to be expected from the estimates contained in this report.

Survey Percentages at or Near these Levels

Sample Size	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1000	2	3	4	4	4
1500	1	2	3	3	3

This **Travel Executive Briefing** is a summary of travel by U.S. residents during March through May 1989. It is supplemented by the **Spring 1989 Travel Market Close-Up**, which offers more detailed trip, person-trip, and demographic data. For further information contact the Survey Research Department at (202) 293-1040.

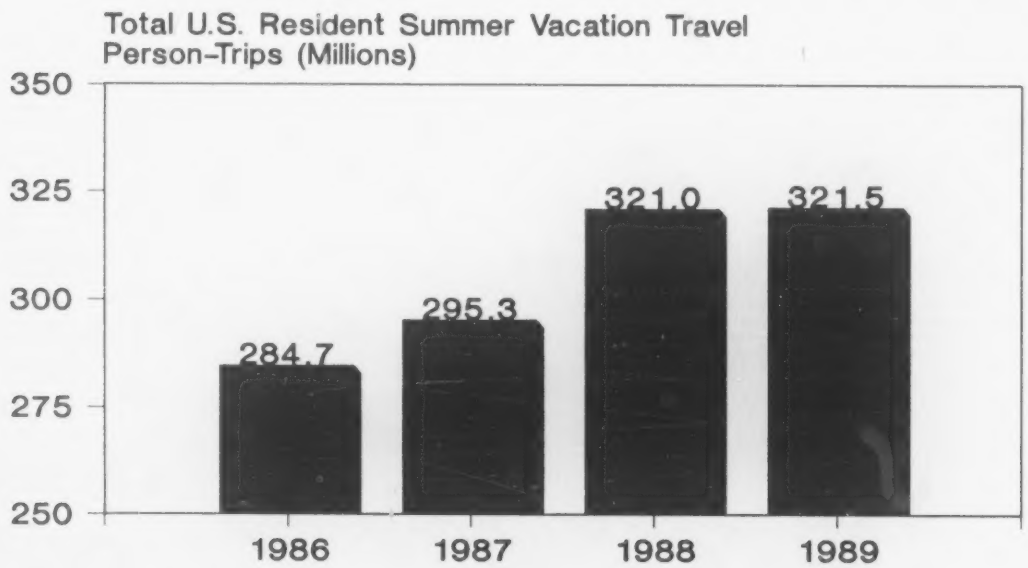
R9375-13

US Travel Data Center

Executive Briefing
A National Travel Survey Summary

SUMMER 1989

Summer Vacation Travel Flat in 1989



Summer Vacation Person-Trips (Millions)

	1988	1989
June	89.5	94.6
July	118.6	118.3
August	112.9	108.6
Total	321.0	321.5

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The US Travel Data Center is an affiliate of the Travel Industry Association of America

SUMMER 1989 TRAVEL SUMMARY

- The news for overall travel volume in summer 1989 is FLAT!
- Results from the US Travel Data Center's National Travel Survey indicate that summer 1989 was not a stellar season for most sectors of the travel industry.
- Summer is by far the most popular season for most travel-related organizations and a flat or bad summer can often translate into a flat or down year.
- Even weekend travel, traditionally an area of steady growth, was flat in summer 1989.
- Forty percent of all **vacation** travel takes place in the summer and in 1989, **vacation** travel showed no increase from the previous summer. However, **vacation** travel still maintained the high level of volume reached in summer 1988, which represented a 9 percent increase over summer 1987.
- On a person-trip basis, only business and hotel sectors enjoyed an increase in travel volume in summer 1989.
- According to the Data Center's survey, only the Southeast region registered gains in travel volume while all other regions suffered declines for the summer season, especially the Midwest.
- Data in summer 1989 clearly supports the established trend toward shorter trips taken closer to home as shorter distances and shorter durations were reported for all travel segments studied in the National Travel Survey.
- One reason for the sluggish summer could be the 13.6 percent increase in gas prices and the general increase in travel prices over last summer. Overall travel prices increased 6 percent, while consumer prices increased 5 percent from summer 1988.
- Travel prices have climbed steadily in past seasons, rising from an index of 119.2 in spring 1988 to 128.7 in summer 1989.

CURRENT SEASON COMPARED TO YEAR EARLIER SEASON

U.S. RESIDENT TRAVEL VOLUMES: SUMMER 1988 AND 1989

	TRIPS (millions)			PERSON-TRIPS (millions)			TRAVEL PARTY SIZE (people)	
	SUMMER 1988	SUMMER 1989	% CHG	SUMMER 1988	SUMMER 1989	% CHG	SUMMER 1988	SUMMER 1989
TYPE OF TRAVEL								
TOTAL	208.7	212.2	1.7%	428.0	427.7	-0.1%	2.05	2.02
VACATION	140.7	142.8	1.5	321.0	321.5	0.2	2.28	2.25
PLEASURE	154.3	145.5	-5.7	338.6	324.5	-4.2	2.19	2.23
BUSINESS/CONVENTION	39.8	49.7	24.9	54.5	68.6	25.9	1.37	1.38
WEEKEND	83.0	83.3	0.4	184.1	182.3	-1.0	2.22	2.19
AUTO/TRUCK/RV	156.5	153.9	-1.7	340.2	339.6	-0.2	2.17	2.21
AIR	43.4	48.4	11.5	76.0	72.3	-4.9	1.75	1.49
HOTEL/MOTEL	95.4	101.7	6.6	188.0	194.7	3.6	1.97	1.91
AGE*								
18-34	82.1	86.3	5.1%	136.7	142.7	4.4%	1.67	1.65
35-54	83.3	76.4	-8.3	149.5	135.2	-9.6	1.79	1.77
55+	43.3	49.5	14.3	67.3	79.8	18.6	1.55	1.61
FAMILY INCOME*								
UNDER $20,000	44.2	45.1	2.0%	82.4	83.1	0.8%	1.86	1.84
$20,000-$40,000	90.7	83.2	-8.3	199.4	167.2	-16.1	2.20	2.01
OVER $40,000	73.8	83.9	13.7	146.2	177.4	21.3	1.98	2.11
CENSUS REGION OF DESTINATION								
NORTHEAST	31.5	27.0	-14.3%	58.7	57.0	-2.9%	1.86	2.11
SOUTHEAST	48.3	56.7	17.4	101.6	125.7	23.7	2.10	2.22
GREAT LAKES	27.3	26.2	-4.0	55.8	50.0	-10.4	2.04	1.91
MIDWEST	40.0	35.9	-10.3	81.4	70.0	-14.0	2.04	1.95
WEST	49.0	48.1	-1.8	102.5	91.1	-11.1	2.09	1.89

*Adjusted for non-response.

Note: 1) On a trip basis, the age reported is the age of each adult respondent taking a trip. On a person-trip basis, the age reported is the age of each adult household member on a trip. Person-trips taken by household members under age 18 are not shown.
2) Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

SUMMER 1989 TRIP CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	212.2	145.5	49.7	427.7	324.5	68.6
WEEKEND TRIP	39%	43%	25%	43%	45%	29%
VACATION TRIP	67	85	22	75	87	30
PRIMARY PURPOSE OF TRIP						
PLEASURE (ANY)	69%	100%	6%	76%	100%	7%
VISIT FRIENDS OR RELATIVES	31	45	3	33	44	5
OUTDOOR RECREATION	14	21	*	18	24	*
ENTERTAINMENT	24	35	3	25	33	3
BUSINESS (ANY)	23	2	100	16	2	100
CONVENTION, ETC.	5	*	22	4	*	24
OTHER BUSINESS	18	2	78	12	1	76
OTHER	9	*	*	9	*	*
PRIMARY MODE OF TRANSPORTATION						
AUTO, TRUCK, RV (INCLUDES RENTAL CAR)	73%	78%	56%	79%	83%	61%
RENTAL CAR	2	1	4	2	2	4
AIRPLANE	23	18	39	17	14	34
BUS	2	2	1	1	1	1
TRAIN	*	*	*	*	*	*
OTHER	2	2	3	2	2	3
HOUSEHOLD MEMBERS ON TRIP						
ONE	49%	40%	77%	24%	18%	57%
TWO	29	32	15	31	32	23
THREE	11	13	4	18	19	9
FOUR	8	10	3	17	19	9
FIVE	3	3	*	7	8	1
SIX OR MORE	1	1	*	3	3	1
TRIP DURATION						
NO NIGHTS	10%	9%	12%	10%	9%	11%
1 NIGHT	13	12	15	12	12	16
2 OR 3 NIGHTS	35	35	37	36	36	38
4 TO 9 NIGHTS	32	34	27	33	34	28
10 NIGHTS OR MORE	9	10	7	10	10	8
AVERAGE DURATION (INCL. 0)	4.5	4.7	3.6	4.5	4.7	3.7

*Less than 0.5 percent.
Note: Primary purpose of trip may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

SUMMER 1989 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	212.2	145.5	49.7	427.7	324.5	68.6
TRAVEL PARTY STRUCTURE						
PARTIES WITHOUT CHILDREN	82%	77%	94%	64%	60%	84%
ONE ADULT	49	40	77	24	18	57
TWO ADULTS	24	26	13	24	24	18
THREE OR MORE ADULTS	9	11	4	16	18	9
PARTIES WITH CHILDREN	18	23	6	36	40	16
ONE ADULT	3	4	1	5	5	3
TWO ADULTS	8	11	3	16	18	8
THREE OR MORE ADULTS	6	8	2	15	17	5
TYPES OF LODGING USED						
FRIENDS, RELATIVES HOME	35%	42%	14%	36%	40%	16%
HOTEL OR MOTEL	47	40	70	45	40	68
RENTED CABIN OR CONDOMINIUM	1	1	1	1	1	1
OWNED CABIN OR CONDOMINIUM	5	6	3	6	7	2
CAMPER, TRAILER, OR RV	3	3	1	3	3	1
OTHER	7	9	2	9	10	3
NO OVERNIGHT STAY	10	9	12	10	9	11
CENSUS REGION OF ORIGIN						
NORTHEAST	20%	19%	20%	20%	21%	20%
SOUTHEAST	23	23	20	24	25	21
GREAT LAKES	15	16	14	16	16	14
MIDWEST	20	19	20	19	19	20
WEST	22	22	26	21	20	25
CENSUS REGION OF DESTINATION						
NORTHEAST	13%	13%	10%	13%	14%	9%
SOUTHEAST	27	27	25	29	31	24
GREAT LAKES	12	12	14	12	11	14
MIDWEST	17	16	20	16	15	20
WEST	23	23	23	21	22	22

*Less than 0.5 percent.
Note: Lodging type may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON DEMOGRAPHIC CHARACTERISTICS

SUMMER 1989 DEMOGRAPHICS

	PROJECTED TO TRIPS		
	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	212.2	145.5	49.7
MARITAL STATUS			
MARRIED	60%	58%	64%
NOT MARRIED	40	42	36
SEX			
MALE	53%	49%	74%
FEMALE	47	51	26
AGE*			
18 - 24	13%	13%	14%
25 - 34	28	29	28
35 - 44	21	20	30
45 - 54	15	14	14
55 AND OVER	23	24	15
AVERAGE	41	42	38
EDUCATION			
HIGH SCHOOL OR LESS	48%	52%	36%
COLLEGE INCOMPLETE	20	20	19
COLLEGE COMPLETE	21	20	29
GRADUATE WORK	10	8	16
OCCUPATION			
PROFESSIONAL/MANAGERIAL	17%	14%	27%
OTHER WHITE COLLAR	35	32	46
BLUE COLLAR	17	17	18
RETIRED	14	16	3
OTHER	18	21	6
FAMILY INCOME*			
LESS THAN $20,000	21%	23%	14%
$20,000 - $29,999	22	23	19
$30,000 - $39,999	18	17	17
$40,000 - $49,999	17	17	18
$50,000 OR MORE	22	20	31

*Adjusted for non-response.

Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

TRIP VOLUMES BY SEASON OF TRAVEL

TRIPS (MILLIONS)	SUMMER 1988	AUTUMN 1988	WINTER 1988-89	SPRING 1989	SUMMER 1989	PERCENT CHANGE FROM PREVIOUS SUMMER
TYPE OF TRIP						
TOTAL	208.7	168.8	135.0	146.1	212.2	1.7%
VACATION	140.7	102.0	82.1	82.8	142.8	1.5
PLEASURE	154.3	115.5	91.7	99.8	145.5	-5.7
BUSINESS/CONVENTION	39.8	42.5	31.5	40.0	49.7	24.9
WEEKEND	83.0	71.4	55.9	68.9	83.3	0.4
AUTO/TRUCK/RV	156.5	120.7	96.5	109.8	153.9	-1.7
AIR	43.4	39.1	34.3	30.3	48.4	11.5
HOTEL/MOTEL	95.4	75.6	50.8	67.8	101.7	6.6
AGE*						
18-34	82.1	59.2	58.8	56.7	86.3	5.1%
35-54	83.3	68.1	47.9	53.9	76.4	-8.3
55+	43.3	41.5	28.3	35.4	49.5	14.3
FAMILY INCOME*						
UNDER $20,000	44.2	33.7	33.7	41.4	45.1	2.0%
$20,000-$40,000	90.7	71.0	47.6	48.9	83.2	-8.3
OVER $40,000	73.8	64.1	53.7	55.8	83.9	13.7
CENSUS REGION OF DESTINATION						
NORTHEAST	31.5	24.1	20.3	20.8	27.0	-14.3%
SOUTHEAST	48.3	42.7	30.5	43.9	56.7	17.4
GREAT LAKES	27.3	22.9	14.0	17.8	26.2	-4.0
MIDWEST	40.0	29.3	28.3	23.2	35.9	-10.3
WEST	49.0	37.3	34.4	34.1	48.1	-1.8

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

PERSON-TRIP VOLUMES BY SEASON OF TRAVEL

PERSON-TRIPS (MILLIONS)	SUMMER 1988	AUTUMN 1988	WINTER 1988-89	SPRING 1989	SUMMER 1989	PERCENT CHANGE FROM PREVIOUS SUMMER
TYPE OF TRIP						
TOTAL	428.0	308.2	246.2	275.7	427.7	-0.1%
VACATION	321.0	201.7	163.3	170.1	321.5	0.2
PLEASURE	338.6	228.2	180.0	203.1	324.5	-4.2
BUSINESS/CONVENTION	54.5	62.5	41.7	55.6	68.6	25.9
WEEKEND	184.1	139.8	108.9	141.1	182.3	-1.0
AUTO/TRUCK/RV	340.2	234.2	189.5	216.1	339.6	-0.2
AIR	76.0	60.0	50.3	51.3	72.3	-4.9
HOTEL/MOTEL	188.0	137.6	94.2	119.8	194.7	3.6
AGE*						
UNDER 18	74.5	39.2	38.4	44.5	70.0	-6.0%
18-34	136.7	91.1	84.1	82.4	142.7	4.4
35-54	149.5	111.6	78.5	90.1	135.2	-9.6
55+	67.3	66.3	45.2	58.7	79.8	18.6
FAMILY INCOME*						
UNDER $20,000	82.4	54.3	61.1	69.3	83.1	0.8%
$20,000-$40,000	199.4	144.8	85.0	97.5	167.2	-16.1
OVER $40,000	146.2	109.1	99.6	108.9	177.4	21.3
CENSUS REGION OF DESTINATION						
NORTHEAST	58.7	41.6	44.3	39.5	57.0	-2.9%
SOUTHEAST	101.6	76.8	54.2	87.5	125.7	23.7
GREAT LAKES	55.8	39.8	26.6	28.2	50.0	-10.4
MIDWEST	81.4	59.2	48.8	42.7	70.0	-14.0
WEST	102.5	64.2	60.1	66.2	91.1	-11.1

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

TRIP CHARACTERISTICS BY SEASON OF TRAVEL

	SUMMER 1988	AUTUMN 1988	WINTER 1988-89	SPRING 1989	SUMMER 1989
AVERAGE ROUND-TRIP DISTANCE (MILES)					
TOTAL	950	960	900	960	850
VACATION	970	950	950	1,020	890
PLEASURE	970	940	880	960	840
BUSINESS/CONVENTION	1,040	1,040	1,120	1,220	950
WEEKEND	750	810	660	840	590
AUTO/TRUCK/RV	730	730	610	710	630
AIR	2,050	1,990	2,150	2,030	2,090
HOTEL/MOTEL	1,060	1,130	960	1,140	1,030
AVERAGE DURATION INCLUDING NO NIGHTS					
TOTAL	5.0	3.9	4.1	3.4	4.5
VACATION	5.6	4.4	4.8	3.9	5.0
PLEASURE	5.3	4.2	4.5	3.6	4.7
BUSINESS/CONVENTION	4.1	2.8	3.1	3.1	3.7
WEEKEND	2.8	2.6	2.6	2.7	2.7
AUTO/TRUCK/RV	4.5	3.6	3.6	3.2	4.1
AIR	7.2	4.6	5.8	4.4	6.6
HOTEL					
SPENT AT LEAST ONE NIGHT IN HOTEL	5.3	4.3	4.2	3.8	4.7
NIGHTS SPENT IN HOTEL ONLY	3.6	3.8	3.5	3.1	3.3
PERSON-NIGHTS (MILLIONS)					
TOTAL	2,085	1,182	970	929	1,925
VACATION	1,742	862	766	663	1,597
PLEASURE	1,708	951	788	703	1,536
BUSINESS/CONVENTION	210	178	122	169	250
WEEKEND	509	360	287	379	492
AUTO/TRUCK/RV	1,487	833	655	684	1,375
AIR	532	284	281	225	474
HOTEL	482	323	203	259	643

Note: 1) Average round-trip distance, average duration and person-nights are calculated for person-trips, except for the hotel category which is based on trips.

2) The methodology for screening and repoting average durations was revised in May 1989. As a result, 1989 data, beginning with the spring Executive Briefing, are not comparable with those of previous years. Adjustments in historical data will be made once changes in the methodology are completed.

Source: US Travel Data Center's National Travel Survey

1982-1989 SEASONAL TRAVEL TRENDS

TRAVEL TRENDS, SUMMER 1982 THROUGH 1989

	SUMMER 1982	SUMMER 1983	SUMMER 1984	SUMMER 1985	SUMMER 1986	SUMMER 1987	SUMMER 1988	SUMMER 1989	PERCENT CHANGE FROM SUMMER 1982
TRIPS (MILLIONS)									
TOTAL	178.1	184.5	174.7	181.1	187.5	214.9	208.7	212.2	19.1%
VACATION	118.0	119.1	119.3	121.2	120.0	134.4	140.7	142.8	21.0
PLEASURE	126.2	131.2	124.8	132.3	138.2	158.5	154.3	145.5	15.3
BUSINESS/CONVENTION	28.5	28.2	31.1	35.6	33.5	43.5	39.8	49.7	74.4
WEEKEND	70.8	74.5	64.5	71.1	73.8	85.9	83.0	83.3	17.7
AUTO/TRUCK/RV	143.4	146.5	135.4	128.1	132.5	149.4	156.5	153.9	7.3
AIR	25.7	30.3	30.0	40.5	39.4	48.5	43.4	48.4	88.3
HOTEL/MOTEL	70.4	74.5	76.4	78.6	86.8	105.7	95.4	101.7	44.5
PERSON-TRIPS (MILLIONS)									
TOTAL	377.4	376.0	363.6	379.3	391.3	419.2	428.0	427.7	13.3%
VACATION	259.6	263.0	268.0	274.3	284.7	295.3	321.0	321.5	23.8
PLEASURE	283.1	294.7	278.3	298.4	319.9	329.7	338.6	324.5	14.6
BUSINESS/CONVENTION	46.0	38.0	47.1	53.0	47.4	58.8	54.5	68.6	49.1
WEEKEND	153.6	161.4	141.7	153.0	167.8	183.1	184.1	182.3	18.7
AUTO/TRUCK/RV	319.6	316.9	304.4	294.0	304.3	322.6	340.2	339.6	6.3
AIR	40.5	46.3	43.2	66.5	67.8	72.5	76.0	72.3	78.5
HOTEL/MOTEL	143.6	151.3	145.4	160.9	180.6	183.6	188.0	194.7	35.6
TRAVEL PARTY SIZE (PEOPLE)									
TOTAL	2.12	2.04	2.08	2.09	2.09	1.95	2.05	2.02	N/A
VACATION	2.20	2.21	2.25	2.26	2.37	2.20	2.28	2.25	N/A
PLEASURE	2.24	2.25	2.23	2.26	2.31	2.08	2.19	2.23	N/A
BUSINESS/CONVENTION	1.61	1.35	1.51	1.49	1.41	1.35	1.37	1.38	N/A
WEEKEND	2.17	2.17	2.20	2.15	2.27	2.13	2.22	2.19	N/A
AUTO/TRUCK/RV	2.23	2.16	2.25	2.30	2.30	2.16	2.17	2.21	N/A
AIR	1.58	1.53	1.44	1.64	1.72	1.49	1.75	1.49	N/A
HOTEL/MOTEL	2.04	2.03	1.90	2.05	2.08	1.74	1.97	1.91	N/A

Source: US Travel Data Center's National Travel Survey

BACKGROUND FACTORS

OVERALL U.S. ECONOMIC INDICATORS
(PERCENT CHANGE FROM PREVIOUS SUMMER)

MEASURE	SUMMER 1988	SUMMER 1989
REAL GNP*	4.4%	2.9%
PAYROLL EMPLOYMENT	3.4	2.7
DISPOSABLE INCOME*	8.9	8.5
PERSONAL OUTLAYS*	6.7	7.5
CONSUMER PRICE INDEX	3.9	5.0

*Available for July through September only.
Note: Personal Outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.
Source: U.S. Department of Commerce, U.S. Department of Labor

TRAVEL PRICE TRENDS
(PERCENT CHANGE FROM PREVIOUS SUMMER)

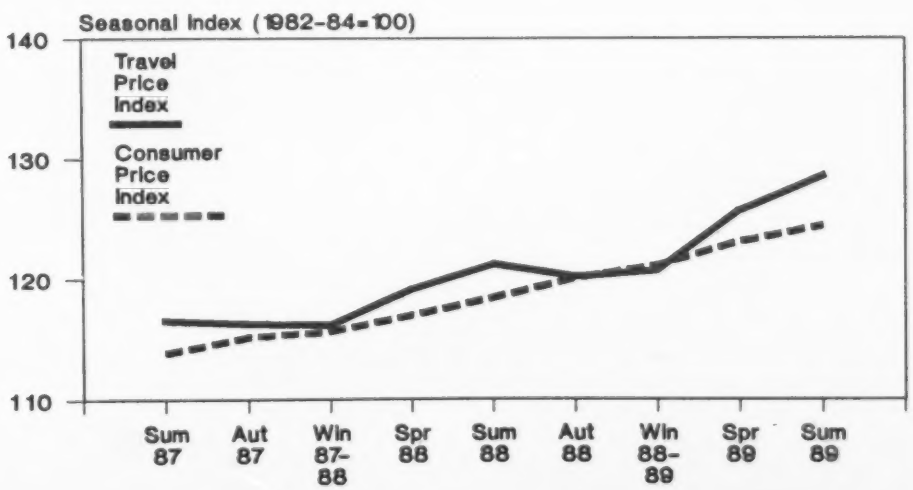
TPI COMPONENT	SUMMER 1988	SUMMER 1989
ALL TRANSPORTATION	1.0%	10.3%
MOTOR FUEL	0.2	13.6
AIRLINE FARES	1.8	6.0
OTHER INTERCITY TRANSPORTATION	6.1	3.9
INTRACITY PUBLIC TRANSPORTATION	2.4	3.1
ENTERTAINMENT	5.8	8.2
LODGING	5.7	5.4
FOOD AND BEVERAGES AWAY FROM HOME	4.2	4.7
TRAVEL PRICE INDEX	4.0	6.0

Source: US Travel Data Center's Travel Price Index

SEASONAL PRICE INDICES

SEASON	CONSUMER PRICE INDEX*	TRAVEL PRICE INDEX*
SUMMER 1987	113.9	116.6
AUTUMN 1987	115.2	116.3
WINTER 1987-88	115.7	116.2
SPRING 1988	117.0	119.2
SUMMER 1988	118.5	121.3
AUTUMN 1988	120.1	120.2
WINTER 1988-89	121.1	120.7
SPRING 1989	123.1	125.7
SUMMER 1989	124.4	128.7

*(1982-84 = 100)
Source: US Travel Data Center, U.S. Bureau of Labor Statistics



NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is conducted monthly by telephone with national probability samples of 1,500 adults (age 18+) representing the total adult civilian, non-institutional population of the contiguous United States. Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles one-way straight-line distance are excluded from the estimate of trips. Demographic information is also collected from all 1,500 respondents.

DEFINITIONS

TRIP. Each time one or more persons from a household goes to a place at least 100 miles away from home (one-way) excluding: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship. (2) commuting to a place of work, and (3) student trips to or from school.

PERSON-TRIP. One person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

PERSON-NIGHT. The number of nights spent by persons on trips. If two persons took a trip that involved being away from home five nights, the travel would be counted as ten person-nights. Day trips (no overnight stay) are not included in person-night figures.

CENSUS REGIONS

NORTHEAST: New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont; Middle Atlantic: New Jersey, New York, Pennsylvania; SOUTHEAST: South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; East South Central: Alabama, Kentucky, Mississippi, Tennessee; GREAT LAKES: East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin: MID WEST: West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; West South Central: Arkansas, Louisiana, Oklahoma, Texas; WEST: Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming, Utah; Pacific: Washington, Oregon, California; Alaska, Hawaii (as destinations).

SAMPLE CHARACTERISTICS

SUMMER 1989: 4,570 interviews completed; 2,006 Summer 1989 trips reported.

The chart below indicates the approximate statistical variability at the 95% confidence level to be expected from the estimates contained in this report.

Survey Percentages at or Near these Levels

Sample Size	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1,000	2	3	4	4	4
1,500	1	2	3	3	3

This **Travel Executive Briefing** is a summary of travel by U.S. residents during June, July and August 1989. It is supplemented by the **Summer 1989 Travel Market Close-Up**, which offers more detailed trip, person-trip, and demographic data. For further information contact the Survey Research Department at (202) 293-1040.

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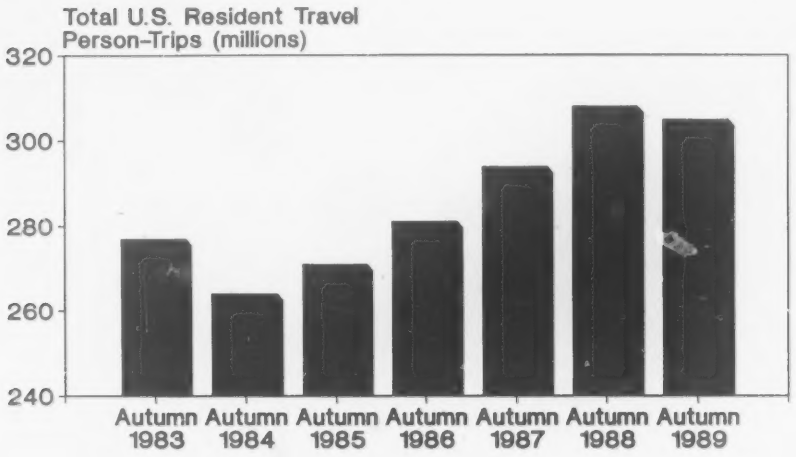
US Travel Data Center

Executive Briefing
A National Travel Survey Summary

AUTUMN 1989



AUTUMN 1989 TRAVEL SUMMARY

- The steady increase in total travel, which had been demonstrated over the past few years, stabilized during the autumn 1989 season. Total trips registered 168 million (a decrease of less than one percent) while total person-trips fell to 305 million (a one percent decrease).

- On a trip basis, business/convention travel posted the greatest increase (12.7%) while auto/truck/RV trips decreased by two percent.

- Vacation person-trips increased seven percent, followed by weekend person-trips (up 5.7%). These increases are a result of the larger travel party sizes in these categories.

(Continued)

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AUTUMN 1989 TRAVEL SUMMARY
(Continued)

- The Southeast was the most popular destination with nearly 78 million person-trips this autumn. The Great Lakes, however, posted the greatest increase over last autumn (7.3%).

- Over three-fourths of the autumn 1989 person-trips were taken for pleasure purposes. Of these, 46 percent stayed with friends/relatives while 38 percent stayed in a hotel/motel.

- Pleasure person-trips, on average, lasted 4.6 nights while business person-trips, on average, lasted only 3.3 nights. Twenty percent of all business travel involved no overnight stay.

- Nearly three-fourths of all person-trips this autumn did not include children. Nine out of ten business person-trips did not include children, compared to 70 percent for pleasure person-trips.

- Travelers this autumn were more likely to be married (60%) and male (56%) with an average age of 42. Fifty-two percent had some college or more in their background and half of them held a professional/managerial or other white collar position.

- Business trips were predominately taken by males (68%) and married individuals (59%) with an average age of 39. Two-thirds had some college or more and 68 percent held a professional/managerial or other white collar position.

- Average round-trip distances decreased this autumn except for business/convention, air and hotel/motel person-trips which posted increases.

- Economic conditions were weaker this autumn compared to last year. Payroll employment grew only three percent and disposable income was up just four percent as compared to autumn, 1988. Personal outlays also posted a smaller increase over last year (6.7% vs. 9.3%).

- Transportation costs rose nearly seven percent this autumn. The most significant increases occurred in the prices of motor fuel (7.6%) and airline fares (6.0%).

CURRENT SEASON COMPARED TO YEAR-EARLIER SEASON

U.S. RESIDENT TRAVEL VOLUMES: AUTUMN 1988 AND 1989

	TRIPS (MILLIONS)			PERSON-TRIPS (MILLIONS)			TRAVEL PARTY SIZE (PEOPLE)	
	AUTUMN 1988	AUTUMN 1989	%CHG	AUTUMN 1988	AUTUMN 1989	%CHG	AUTUMN 1988	AUTUMN 1989
TYPE OF TRAVEL								
TOTAL	168.8	168.1	-0.4%	308.2	305.4	-0.9%	1.83	1.82
VACATION	102.0	106.6	4.5	201.7	215.5	6.8	1.98	2.02
PLEASURE	115.5	117.7	1.9	228.2	230.9	1.2	1.98	1.96
BUSINESS/CONVENTION	42.5	47.9	12.7	62.5	65.8	5.3	1.47	1.37
WEEKEND	71.4	73.9	3.5	139.8	147.7	5.7	1.96	2.00
AUTO/TRUCK/RV	120.7	118.4	-1.9	234.2	233.4	-0.3	1.94	1.97
AIR	39.1	40.9	4.6	60.0	60.2	0.3	1.53	1.47
HOTEL/MOTEL	75.6	79.9	5.7	137.6	136.4	-0.9	1.82	1.71
AGE*								
18-34	59.2	63.4	7.1%	91.1	95.6	4.9%	1.54	1.51
35-54	68.1	58.7	-13.8	111.6	94.0	-15.8	1.64	1.60
55+	41.5	46.0	10.8	66.3	77.5	16.9	1.60	1.68
FAMILY INCOME*								
UNDER $20,000	33.7	37.7	11.9%	54.3	62.0	14.2%	1.61	1.64
$20,000-$40,000	71.0	63.4	-10.7	144.8	119.4	-17.5	2.04	1.88
OVER $40,000	64.1	67.0	4.5	109.1	124.0	13.7	1.70	1.85
CENSUS REGION OF DESTINATION								
NORTHEAST	24.1	23.7	-1.7%	41.6	41.8	0.5%	1.73	1.76
SOUTHEAST	42.7	41.1	-3.7	76.8	77.8	1.3	1.80	1.89
GREAT LAKES	22.9	22.5	-1.7	39.8	42.7	7.3	1.74	1.90
MIDWEST	29.3	32.1	9.6	59.2	58.5	-1.2	2.02	1.82
WEST	37.3	36.1	-3.2	64.2	60.4	-5.9	1.72	1.67

*Adjusted for non-response.

Note: 1) On a trip basis, the age reported is the age of each adult respondent taking a trip. On a person-trip basis, the age reported is the age of each adult household member on a trip. Person-trips taken by household members under age 18 are not shown.
2) Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

AUTUMN 1989 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	168.1	117.7	47.9	305.4	230.9	65.8
WEEKEND TRIP	44%	50%	24%	48%	53%	28%
VACATION TRIP	63	82	20	71	84	25
PRIMARY PURPOSE OF TRIP						
PLEASURE (ANY)	70%	100%	19%	76%	100%	18%
VISIT FRIENDS OR RELATIVES	35	51	10	40	53	9
OUTDOOR RECREATION	12	17	5	12	16	5
ENTERTAINMENT	25	35	8	25	32	7
BUSINESS (ANY)	29	8	100	22	5	100
CONVENTION, ETC.	5	1	19	4	1	19
OTHER BUSINESS	23	6	81	17	4	81
OTHER	6	*	*	6	*	*
PRIMARY MODE OF TRANSPORTATION						
AUTO, TRUCK, RV (INCLUDES RENTAL CAR)	70%	76%	53%	76%	81%	56%
RENTAL CAR	2	1	5	2	1	6
AIRPLANE	24	19	44	20	15	41
BUS	3	3	2	2	2	2
TRAIN	1	1	1	1	1	1
OTHER	1	1	1	1	1	1
HOUSEHOLD MEMBERS ON TRIP						
ONE	54%	47%	75%	30%	25%	56%
TWO	29	31	19	32	32	28
THREE	9	10	3	15	16	7
FOUR	4	5	2	9	10	5
FIVE	3	4	1	10	11	3
SIX OR MORE	1	2	*	4	5	1
TRIP DURATION						
NO NIGHTS	12%	9%	20%	10%	8%	20%
1 NIGHT	13	11	16	12	11	15
2 OR 3 NIGHTS	39	39	36	41	43	35
4 TO 9 NIGHTS	28	30	24	27	29	25
10 NIGHTS OR MORE	8	10	4	9	10	5
AVERAGE DURATION (INCL. 0)	4.1	4.6	3.2	4.2	4.6	3.3

*Less than 0.5 percent.
Note: Primary purpose of trip may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

AUTUMN 1989 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	168.1	117.7	47.9	305.4	230.9	65.8
TRAVEL PARTY STRUCTURE						
PARTIES WITHOUT CHILDREN	88%	85%	96%	74%	70%	90%
ONE ADULT	54	47	75	30	25	56
TWO ADULTS	27	30	18	30	31	27
THREE OR MORE ADULTS	7	8	3	13	14	8
PARTIES WITH CHILDREN	12%	15%	4%	26	30	10
ONE ADULT	3	3	1	4	5	2
TWO ADULTS	5	7	1	12	14	4
THREE OR MORE ADULTS	4	5	1	10	12	4
TYPES OF LODGING USED						
FRIENDS, RELATIVES HOME	35%	43%	15%	40%	46%	17%
HOTEL OR MOTEL	47	41	64	43	38	64
RENTED CABIN OR CONDOMINIUM	*	1	*	*	*	*
OWNED CABIN OR CONDOMINIUM	2	2	1	2	2	1
CAMPER, TRAILER, OR RV	2	3	*	3	4	1
OTHER	6	8	2	6	7	2
NO OVERNIGHT STAY	12	9	20	10	8	20
CENSUS REGION OF ORIGIN						
NORTHEAST	18%	18%	18%	18%	19%	17%
SOUTHEAST	22	21	23	22	21	22
GREAT LAKES	17	17	17	19	18	21
MIDWEST	21	22	22	21	21	21
WEST	22	22	20	20	21	18
CENSUS REGION OF DESTINATION						
NORTHEAST	14%	13%	16%	14%	13%	15%
SOUTHEAST	24	25	22	26	26	23
GREAT LAKES	13	13	11	14	14	12
MIDWEST	19	19	18	19	19	18
WEST	22	22	20	20	20	19

*Less than 0.5 percent.
Note: Lodging type may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON DEMOGRAPHIC CHARACTERISTICS

AUTUMN 1989 DEMOGRAPHICS

	PROJECTED TO TRIPS		
	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	168.1	117.7	47.9
MARITAL STATUS			
MARRIED	60%	59%	59%
NOT MARRIED	40	41	41
SEX			
MALE	56%	52%	68%
FEMALE	44	48	32
AGE*			
18 - 24	14%	15%	11%
25 - 34	24	23	29
35 - 44	21	18	30
45 - 54	14	13	14
55 AND OVER	27	31	16
AVERAGE	42	43	39
EDUCATION			
HIGH SCHOOL OR LESS	48%	53%	34%
COLLEGE INCOMPLETE	20	20	18
COLLEGE COMPLETE	22	20	32
GRADUATE WORK	10	7	16
OCCUPATION			
PROFESSIONAL/MANAGERIAL	14%	12%	22%
OTHER WHITE COLLAR	36	31	46
BLUE COLLAR	15	16	12
RETIRED	17	21	5
OTHER	19	21	14
FAMILY INCOME*			
LESS THAN $20,000	23%	25%	11%
$20,000 - $29,999	18	19	16
$30,000 - $39,999	19	21	18
$40,000 - $49,999	14	14	18
$50,000 OR MORE	26	20	36

*Adjusted for non-response.
Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

TRIP CHARACTERISTICS BY SEASON OF TRAVEL

	AUTUMN 1988	WINTER 1988-89	SPRING 1989	SUMMER 1989	AUTUMN 1989
AVERAGE ROUND-TRIP DISTANCE (MILES)					
TOTAL	960	900	960	850	920
VACATION	950	950	1,020	890	920
PLEASURE	940	880	960	840	870
BUSINESS/CONVENTION	1,040	1,120	1,220	950	1,130
WEEKEND	810	660	840	590	700
AUTO/TRUCK/RV	730	610	710	630	630
AIR	1,990	2,150	2,030	2,090	2,170
HOTEL/MOTEL	1,130	960	1,140	1,030	1,150
AVERAGE DURATION INCLUDING 0 (NIGHTS)					
TOTAL	3.9	4.1	3.4	4.5	4.2
VACATION	4.4	4.8	3.9	5.0	4.8
PLEASURE	4.2	4.5	3.6	4.7	4.6
BUSINESS/CONVENTION	2.8	3.1	3.1	3.7	3.3
WEEKEND	2.6	2.6	2.7	2.7	2.7
AUTO/TRUCK/RV	3.6	3.6	3.2	4.1	3.5
AIR	4.6	5.8	4.4	6.6	5.8
HOTEL					
SPENT AT LEAST ONE NIGHT IN HOTEL	4.3	4.2	3.8	4.7	4.7
NIGHTS SPENT IN HOTEL ONLY	3.8	3.5	3.1	3.3	3.4
PERSON-NIGHTS (MILLIONS)					
TOTAL	1,182	970	929	1,925	1,197
VACATION	862	766	663	1,597	945
PLEASURE	951	788	703	1,536	967
BUSINESS/CONVENTION	178	122	169	250	218
WEEKEND	360	287	379	492	394
AUTO/TRUCK/RV	833	655	684	1,375	789
AIR	284	281	225	474	350
HOTEL	323	203	259	643	455

Note: 1) Average round-trip distance, average duration and person-nights are calculated for person-trips, except for the hotel category which is based on trips.

2) The methodology for screening and reporting average durations was revised in May 1989. As a result, 1989 data, beginning with the spring executive briefing, are not comparable with those of previous years. Adjustments in historical data will be made once changes in the methodology are completed.

Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

TRIP VOLUMES BY SEASON OF TRAVEL

TRIPS (MILLIONS)	AUTUMN 1988	WINTER 1988-89	SPRING 1989	SUMMER 1989	AUTUMN 1989	PERCENT CHANGE FROM PREVIOUS AUTUMN
TYPE OF TRIP						
TOTAL	168.8	135.0	146.1	212.2	168.1	-0.4%
VACATION	102.0	82.1	82.8	142.8	106.6	4.5
PLEASURE	115.5	91.7	99.8	145.5	117.7	1.9
BUSINESS/CONVENTION	42.5	31.5	40.0	49.7	47.9	12.7
WEEKEND	71.4	55.9	68.9	83.3	73.9	3.5
AUTO/TRUCK/RV	120.7	96.5	109.8	153.9	118.4	-1.9
AIR	39.1	34.3	30.3	48.4	40.9	4.6
HOTEL/MOTEL	75.6	50.8	67.8	101.7	79.9	5.7
AGE*						
18-34	59.2	58.8	56.7	86.3	63.4	7.1%
35-54	68.1	47.9	53.9	76.4	58.7	-13.8
55+	41.5	28.3	35.4	49.5	46.0	10.8
FAMILY INCOME*						
UNDER $20,000	33.7	33.7	41.4	45.1	37.7	11.9%
$20,000-$40,000	71.0	47.6	48.9	83.2	63.4	-10.7
OVER $40,000	64.1	53.7	55.8	83.9	67.0	4.5
CENSUS REGION OF DESTINATION						
NORTHEAST	24.1	20.3	20.8	27.0	23.7	-1.7%
SOUTHEAST	42.7	30.5	43.9	56.7	41.1	-3.7
GREAT LAKES	22.9	14.0	17.8	26.2	22.5	-1.7
MIDWEST	29.3	28.3	23.2	35.9	32.1	9.6
WEST	37.3	34.4	34.1	48.1	36.1	-3.2

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.
Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

PERSON-TRIP VOLUMES BY SEASON OF TRAVEL

PERSON-TRIPS (MILLIONS)	AUTUMN 1988	WINTER 1988-89	SPRING 1989	SUMMER 1989	AUTUMN 1989	PERCENT CHANGE FROM PREVIOUS AUTUMN
TYPE OF TRIP						
TOTAL	308.2	246.2	275.7	427.7	305.4	-0.9%
VACATION	201.7	163.3	170.1	321.5	215.5	6.8
PLEASURE	228.2	180.0	203.1	324.5	230.9	1.2
BUSINESS/CONVENTION	62.5	41.7	55.6	68.6	65.8	5.3
WEEKEND	139.8	108.9	141.1	182.3	147.7	5.7
AUTO/TRUCK/RV	234.2	189.5	216.1	339.6	233.4	-0.3
AIR	60.0	50.3	51.3	72.3	60.2	0.3
HOTEL/MOTEL	137.6	94.2	119.8	194.7	136.4	-0.9
AGE*						
UNDER 18	39.2	38.4	44.5	70.0	38.3	-2.3%
18-34	91.1	84.1	82.4	142.7	95.6	4.9
35-54	111.6	78.5	90.1	135.2	94.0	-15.8
55+	66.3	45.2	58.7	79.8	77.5	16.9
FAMILY INCOME*						
UNDER $20,000	54.3	61.1	69.3	83.1	62.0	14.2%
$20,000-$40,000	144.8	85.0	97.5	167.2	119.4	-17.5
OVER $40,000	109.1	99.6	108.9	177.4	124.0	13.7
CENSUS REGION OF DESTINATION						
NORTHEAST	41.6	44.3	39.5	57.0	41.8	0.5%
SOUTHEAST	76.8	54.2	87.5	125.7	77.8	1.3
GREAT LAKES	39.8	26.6	28.2	50.0	42.7	7.3
MIDWEST	59.2	48.8	42.7	70.0	58.5	-1.2
WEST	64.2	60.1	66.2	91.1	60.4	-5.9

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.
Source: US Travel Data Center's National Travel Survey

1983-89 SEASONAL TRAVEL TRENDS

TRAVEL TRENDS, AUTUMN 1983 THROUGH 1989

	AUTUMN 1983	AUTUMN 1984	AUTUMN 1985	AUTUMN 1986	AUTUMN 1987	AUTUMN 1988	AUTUMN 1989	PERCENT CHANGE FROM AUTUMN 1983
TRIPS (MILLIONS)								
TOTAL	146.3	142.0	149.8	156.1	165.2	168.8	168.1	14.9%
VACATION	85.7	86.0	84.1	91.9	92.6	102.0	106.6	24.4
PLEASURE	97.3	89.7	97.3	103.3	111.0	115.5	117.7	21.0
BUSINESS/CONVENTION	29.1	35.1	45.3	44.8	49.4	42.5	47.9	64.6
WEEKEND	59.6	58.4	64.9	69.4	72.1	71.4	73.9	24.0
AUTO/TRUCK/RV	106.9	99.3	102.3	106.8	109.7	120.7	118.4	10.8
AIR	30.3	35.6	40.1	37.4	44.1	39.1	40.9	35.0
HOTEL/MOTEL	59.3	62.2	66.2	75.7	81.8	75.6	79.9	34.7
PERSON-TRIPS (MILLIONS)								
TOTAL	277.0	264.3	271.1	281.4	294.1	308.2	305.4	10.3%
VACATION	150.5	170.3	175.2	185.1	187.8	201.7	215.5	43.2
PLEASURE	195.0	183.0	194.5	203.4	214.2	228.2	230.9	18.4
BUSINESS/CONVENTION	44.9	48.5	58.6	62.0	61.8	62.5	65.8	46.5
WEEKEND	123.8	116.7	135.0	136.8	133.8	139.8	147.7	19.3
AUTO/TRUCK/RV	216.0	202.0	200.9	207.0	218.1	234.2	233.4	8.1
AIR	48.1	51.3	59.3	59.1	61.3	60.0	60.2	25.2
HOTEL/MOTEL	104.1	109.7	119.4	127.7	136.8	137.6	136.4	31.0
TRAVEL PARTY SIZE (PEOPLE)								
TOTAL	1.89	1.86	1.81	1.80	1.78	1.83	1.82	NA
VACATION	1.76	1.98	2.08	2.01	2.03	1.98	2.02	NA
PLEASURE	2.00	2.04	2.00	1.97	1.93	1.98	1.96	NA
BUSINESS/CONVENTION	1.54	1.38	1.29	1.38	1.25	1.47	1.37	NA
WEEKEND	2.08	2.00	2.08	1.97	1.86	1.96	2.00	NA
AUTO/TRUCK/RV	2.02	2.03	1.96	1.94	1.99	1.94	1.97	NA
AIR	1.59	1.44	1.48	1.58	1.39	1.53	1.47	NA
HOTEL/MOTEL	1.76	1.76	1.80	1.69	1.67	1.82	1.71	NA

Source: US Travel Data Center's National Travel Survey

BACKGROUND FACTORS

OVERALL U.S. ECONOMIC INDICATORS
(PERCENT CHANGE FROM PREVIOUS AUTUMN)

MEASURE	AUTUMN 1988	AUTUMN 1989
REAL GNP*	3.4%	2.4%
PAYROLL EMPLOYMENT	3.5	3.2
DISPOSABLE INCOME	4.7	3.6
PERSONAL OUTLAYS	9.3	6.7
CONSUMER PRICE INDEX	4.2	4.5

*Available for October through December only
Note: Personal Outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.
Source: U.S. Department of Commerce, U.S. Department of Labor

TRAVEL PRICE TRENDS
(PERCENT CHANGE FROM PREVIOUS AUTUMN)

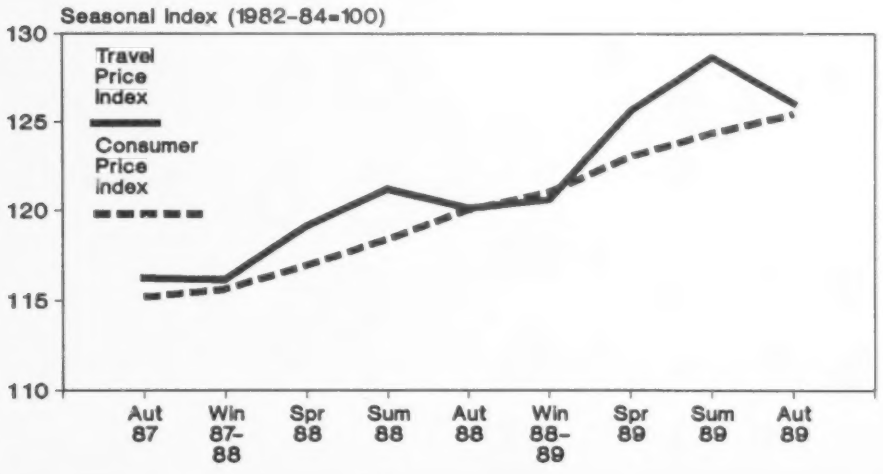
TPI COMPONENT	AUTUMN 1988	AUTUMN 1989
ALL TRANSPORTATION	.13%	6.6%
MOTOR FUEL	-1.7	7.6
AIRLINE FARES	1.5	6.0
OTHER INTERCITY TRANSPORTATION	5.4	2.8
INTRACITY PUBLIC TRANSPORTATION	2.8	3.0
ENTERTAINMENT	4.2	8.5
LODGING	4.0	3.3
FOOD AND BEVERAGES AWAY FROM HOME	5.2	5.1
TRAVEL PRICE INDEX	3.3	4.9

Source: US Travel Data Center's Travel Price Index

SEASONAL PRICE INDICES

SEASON	CONSUMER PRICE INDEX*	TRAVEL PRICE INDEX*
AUTUMN 1987	115.2	116.3
WINTER 1987-88	115.7	116.2
SPRING 1988	117.0	119.2
SUMMER 1988	118.5	121.3
AUTUMN 1988	120.1	120.2
WINTER 1988-89	121.1	120.7
SPRING 1989	123.1	125.7
SUMMER 1989	124.4	128.7
AUTUMN 1989	125.5	126.1

*(1982-84 = 100)
Source: US Travel Data Center, U.S. Bureau of Labor Statistics



NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is conducted monthly by telephone with national probability samples of 1,500 adults (age 18+) representing the total adult civilian, non-institutional population of the contiguous United States. Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles one-way straight-line distance are excluded from the estimate of trips. Demographic information is also collected from all 1,500 respondents.

DEFINITIONS

TRIP. Each time one or more persons from a household goes to a place at least 100 miles away from home (one-way) excluding: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship. (2) commuting to a place of work, and (3) student trips to or from school.

PERSON-TRIP. One person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

PERSON-NIGHT. The number of nights spent by persons on trips. If two persons took a trip that involved being away from home five nights, the travel would be counted as ten person-nights. Day trips (no overnight stay) are not included in person-night figures.

CENSUS REGIONS

NORTHEAST: New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont; Middle Atlantic: New Jersey, New York, Pennsylvania; SOUTHEAST: South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; East South Central: Alabama, Kentucky, Mississippi, Tennessee; GREAT LAKES: East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin: MID WEST: West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; West South Central: Arkansas, Louisiana, Oklahoma, Texas; WEST: Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming, Utah; Pacific: Washington, Oregon, California; Alaska, Hawaii (as destinations).

SAMPLE CHARACTERISTICS

AUTUMN 1989: 4,593 interviews completed; 1,706 Autumn 1989 trips reported.

SAMPLING ERROR

The chart below indicates the approximate statistical variability at the 95% confidence level to be expected from the estimates contained in this report.

Survey Percentages at or Near these Levels

Sample Size	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1000	2	3	4	4	4
1500	1	2	3	3	3

This **Travel Executive Briefing** is a summary of travel by U.S. residents during September through November 1989. It is supplemented by the **Autumn 1989 Travel Market Close-Up**, which offers more detailed trip, person-trip, and demographic data. For further information contact the Survey Research Department at (202) 293-1040.